

Message Text

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P 222114Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY PARIS PRIORITY

AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS STATE 200484

E.O. 11652: N/A

TAGS: 0E"P, FR

SUBJECT: FY'75 COUNTRY COMMERCIAL PROGRAM EVALUATION

REF: 1) STATE 280182, DECEMBER 23, 1974

-- 2) PARIS 18752, JULY 21, 1975

1. APPRECIATE INFO PROVIDED REFTEL 2. FOR PURPOSES

-- COMPREHENSIVE REVIEW CCP TECHNIQUE, PER REFTEL 1,

-- REQUEST EMBASSY RESPONSE FOLLOWING QUESTIONS BY

-- SEPTEMBER 2.

2. ADVISE WHETHER POST CONSIDERED CERTAIN CAMPAIGNS

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-- MORE PRODUCTIVE THAN OTHERS, AND WHETHER ACTIVITIES

- T;EREIN WERE APPROPRIATE TO CAMPAIGN AND JUSTIFIABLE
- UTILIZATION OF RESOURCES.

3. APPRECIATE INFO ON APPARENT DOLLAR VOLUME ACHIEVE-
- MENT OF CAMPAIGNS. PLEASE ADVISE 3Y CAMPAIGN (ITEM
 - 0Y ITEM ACCOUNTING NOT NECESSARY), IF OTHER CAMPAIGN
 - GOALS MET AND REALISTIC. FYI DOLLAR VOLUME WILL NOT
 - 0E GOAL IN SUBSEQUENT CCPS DUE LACK MISSION CONTROL
 - ALL VARIA0LES INVOLVED.

4. WERE RESOURCES ADEQUATE FOR THE TASKS ASSIGNED?
- COULD SOME CAMPAIGNS HAVE BEEN BETTER ADDRESSED
 - IF OTHERSWERE DROPPED? WAS ,UNOFFICIAL; OVER-
 - TIME NECESSARY FOR TASK ACCOMPLISHMENT?

5. WHAT PROBLEMS OR ADVANTAGES ACCRUED AS A RESULT
- OF USING CCP PROCESS AS A MANAGEMENT TECHNIQUE? ROBINSON

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